

Category	Expand What You Have: Strengthen and Grow Cape Fear Middle Market Businesses					
Name	Expand the Entrepreneurship Program at UNCW Cameron School of Business			#	2-7	
Goal	Significantly increase funding and establish the Cameron School's Entrepreneur Center as the premier place for student education and executive training for entrepreneurship in southeastern North Carolina and beyond.					
Champion	UNCW Steve Harper, Jonathan Rowe, Bruce Dawson (Infinomics), Others			Importance	3.0 (3.4)	
Do-ability	3.0 (2.7)			ROI	2.5	
(Importance, Do-ability, ROI rated on a 4 to 1 scale; 4=High; 1=Low. Steering Committee average rating also shown).						
Action Type		Build New	X	Expanding Existing		Attract From Elsewhere
Focused Impact Areas	X	Talent		Technology		Tolerance
		Territory Assets		Overall		
Description	<p>Entrepreneurship education offers a solution. It seeks to prepare people, particularly both youth and existing business people, to be more enterprising individuals who become entrepreneurs or entrepreneurial thinkers by immersing them in real life learning experiences.</p> <p>UNCW has an outstanding program in this area. The question is how can we catalyze its expansion and outreach in southeastern North Carolina. How can it become a major course of study versus minor sooner? How can we recruit more soon-to-retire from the military personnel into the program? How can we promote more cross campus interdisciplinary business plan competitions? How can we encourage more small business owners to continue their education? How can we help community college students have access to advanced courses in entrepreneurship? How can we encourage more women and minorities to consider entrepreneurship? How can we help attract more funding to the program?</p>					
Timing	Q-4 2008					
Resource(s)	\$					
Performance Measures	Amount of new funding generated Increase in new students both full time and part time Increase in women and minority students and business people Attendance at outreach and marketing events Number of cross disciplinary teams in business plan competitions Other					
Success Factors	Ability to create a regional vision that attracts major funding beyond grants (individual donation \$1,000,000 plus) to significantly increase the scope and					

	<p>size of the program. e.g. local entrepreneurial icon SAS, PPD, etc.</p> <p>Striking the right balance between academic education (students) and entrepreneurial training (business people)</p> <p>Ability to create campus wide entrepreneurial “buzz” and integrate entrepreneurial education into all major disciplines at UNCW</p>
Tactics and Action Plan	<p>Identify and recruit program champion.</p> <p>Review and refine objectives and success factors.</p> <p>Hold meeting with UNCW Center for Entrepreneurship to review their long range growth plan</p> <p>Refine recommendation and plan for moving forward</p> <p>Obtain seed funding from foundation like Kauffman, civic sector or....</p> <p>Land major donation from entrepreneurial icon with local ties</p> <p>Other</p>
Justification / Rationale	<p>Opportunity ot increase the rate of new business formation in the region</p> <p>Entrepreneurs drive America's economy, accounting for the majority of our nation's new job creation and innovations. According to the U. S. Census Bureau's <i>2002 Survey of Business Owners</i>, self-employed individuals who have no paid employees operate three-fourths of U.S. businesses. The U. S. Small Business Administration reports that America's 25.8 million small businesses employ more than 50 percent of the private workforce, generate more than half of the nation's gross domestic product, and are the principal source of new jobs in the U.S. economy.</p>
Model or Case Study Reference	<p>See www.tepper.cmu.edu/</p>
Supporting Documentation	<p>Carnegie Mellon University Donald H. Jones Center for Entrepreneurship</p> <p>Since we became in 1972 one of the first academic institutions to offer formal courses in entrepreneurship, the Jones Center has operated with these guiding principles:</p> <ul style="list-style-type: none"> • Entrepreneurship can be taught. • It is vitally important to teach entrepreneurship. • The best entrepreneurship teachers are proven entrepreneurs and venture investors. • The combination of academic rigor and real-world entrepreneurial experience produces excellence in the teaching of entrepreneurship.

Risk Factors	Moderate
Marketability or Buy-In Potential	High
Synergy with Other Strategies	Links to 1) Youth Entrepreneurship 2) Intellectual Property (IP) Mine 3) Getting More Bods on the Quads 4) Expanding Middle Market Companies 5) Starting Regional Entrepreneurial Development Collaborative 6) Creating a Film and Digital Arts Incubator 7) Creating Another Arts Work Space
Alternatives	
Notes	Determine how to involve CFCC, students and programs.

Category	1.0 Be More Magnetic -- Attraction		
Name	Get'em While They're Young: Promote Youth Entrepreneurship in High School and Community Colleges	#	1-2
Goal	Position entrepreneurship (starting your own business) as real and viable career choice as the high school level and to catalyze the start-up of new businesses at the community college level.		
Champion	Community Colleges, Junior Achievement and eventually School Districts	Importance	3.5 (3.2)
Do-ability	3.5 (2.8)	ROI	3+ Long Term
(Importance, Do-ability, ROI rated on a 4 to 1 scale; 4=High; 1=Low. Steering Committee average rating also shown).			
Action Type	Build New	X	Expanding Existing
Focused Impact Areas	X	Talent	Technology
		Territory Assets	Overall
			Attract From Elsewhere
			Tolerance

Description	<p>Overall Strategy Note for the Be More Magnetic: Attract and Retain strategy. This set of creative strategies uses a student life-cycle approach that follows a young person from secondary school, through choosing a college, to being involved with their college's community and finding internships and eventually a job in Cape Fear Region. It offers strategies for attracting former residents back to the region (repatriation).</p> <p>Key themes throughout all the strategies in this segment include: entrepreneurship programs at the middle-school level that stress starting your own business as a viable and real future career option; marketing programs stressing what the region has to offer; involvement -- getting students involved with their college's community during their freshman year; treating students like customers, versus invaders, and making great first impressions as early as possible during their first year; making it easy to find colleges, cool places, internships and jobs; and making it easy to reconnect with the region and find out what is happening.</p> <p>Get 'em While Their Young: Promote Youth Entrepreneurship Studies by the Kauffman Foundation indicate that 41% of 9- to –12-year-olds have thought about starting a business. Imagine the Cape Fear Region being positioned as one of the nation's model regions for promoting entrepreneurship for youth.</p> <p>Link youth organizations like Jr. Achievement, Boy Scouts, Girls Scouts and Youth Leadership programs to promoting what the region has to offer young people. Consider a contest, how well do you know your hometown? (Use Girl Scouts of America CEO Summer Camp and the Pittsburgh Jr. Achievement program as models.)</p> <p>The Kauffman Foundation has developed several educational programs to foster youth entrepreneurship for 9- to –12-year-olds. Grants are available to help promote these initiatives. Use MBA students to teach undergraduates, and use undergraduates to teach high-school students. See Hot Shot Business and Mini-Society program models below.</p>
Timing	Q-3 2009
Resource(s)	Promotion and Marketing Apply for Grant from Kauffman Foundation
Performance Measures	<p>Amount of Funding e.g. Kauffman, Other</p> <p>Number of Cape Fear organizations helping co-market programs to school districts and recruiting faculty (Girl Scouts of America, Junior Achievement, etc.).</p> <p>Number of faculty supporting and helping market programs.</p> <p>Number of students enrolling in programs.</p> <p>Other</p>
Success Factors	Vision and Belief in the Value of Improving Rate of New Business Formations

	Buy-in from Jr. Achievement
Tactics and Action Plan	<p>Identify and recruit program champion.</p> <p>Review and refine program objectives and select initial programs to co-market.</p> <p>Develop a list of co-marketing partners and target schools and/or school districts.</p> <p>Apply for a Kauffman Education Grant for Student Entrepreneurship and possibly other foundation funding.</p> <p>Identify other existing programs for youth entrepreneurship.</p> <p>Select co-marketing partners (Jr. Achievement and/or Other) and hold kick-off event.</p> <p>Co-marketing partners recruit schools and/or school districts to test and “pilot” selected programs.</p> <p>Make adjustments based on pilots, refine marketing and modify programs where necessary.</p> <p>Consider helping sponsor a Cape Fear Inventors’ Fair for youth entrepreneurs.</p> <p>Link to college entrepreneurship programs, perhaps via mentoring. (“Each One, Teach One” or “If You Really Want to Know a Subject, Teach It.”)</p> <p>Monitor and track results and publish performance metrics semi-annually.</p>
Justification / Rationale	<p>Opportunity to Improve Business Formation Rate</p> <p>Opportunity to Catalyze Minority Entrepreneurship</p>
Model or Case Study Reference	<p>See www.kauffman.org</p> <p>See www.disney.com/hotshot</p> <p>See www.emkf.org/pages/79.cfm</p> <p>See www.emkf.org/pages/361.cfm</p> <p>See www.leadsyr.org/ylgsabot.html</p> <p>See www.eimc.org/LeftMenu/mission.htm</p>
Supporting Documentation	<p>Kauffman Foundation Survey Finds Youth Energetic About Entrepreneurship</p> <p>(KANSAS CITY, Mo.) Dec. 10 2007 – A recently released Kauffman Foundation survey conducted by Harris Interactive® finds that four out of 10</p>

	<p>young people ages 8 to 21 would like to start their own business in the future, and another 37 percent did not close the door to entrepreneurship, saying they were just unsure about it.</p> <p>Hot Shot Business blends fast-paced, fun game play with real-world lessons to teach kids entrepreneurship concepts and skills as they build a virtual business from the ground up. It is part of the Kids Island section of Disney Online (www.disney.com), the number one kids' entertainment site that attracts 11 million unique visitors a month. (ComScore Media Metrix, March 2003). The game is designed specifically for "tweens," children ages 9 to 12, to introduce entrepreneurial thinking during a unique stage of their development when economic habits are being formed.</p> <p>Mini-Society is an experience-based instructional system for teaching hands-on entrepreneurship, economics and citizenship concepts to students aged 8 to 12. In the Mini-Society program, children create a self-organizing economic society from the ground up: they name it, create a flag, develop currency, form a government and start their own businesses.</p> <p>The Mini-Society educational system was created by Dr. Marilyn Kourilsky in the early 1970s. Originally developed for the traditional classroom setting, it also has proven its effectiveness in summer and after-school enrichment initiatives. Through collaborative partnerships with the 4-H After School Academic Program, Mini-Society programs are under way this summer at 48 sites in Kansas and Missouri.</p> <p>The EiMC (Engineering in Mass Collaborative) initiative in the Boston area is a workforce development program focused on secondary school students to promote science and technology career choices. It also has a component that focuses on retention of sci-tech graduate students.</p>
Risk Factors	Low
Marketability or Buy-In Potential	Moderate to High
Synergy with Other Strategies	Links to 1.5 Regional Entrepreneurship, 3.2 STEM initiative, 3.6 Film & Digital Media Incubator, 4.4 Minority Entrepreneurship, Other
Alternatives	
Notes	This strategy could be expanded to include magnet schools with an emphasis on experiential or applied learning. Seattle is building 50 new schools based on this model with money from the Gates Foundation. Grants are possible from the Gates Foundation for this type of program.

Category	1.0 Be More Magnetic -- Attraction					
Name	Bang the Drum for Regional Entrepreneurship: Breakfast Briefing Series			#	1-5	
Goal	Showcase regional entrepreneurial icons and small business successes to catalyze more business start-ups.					
Champion	Wilmington and Regional Chambers, UNCW Center for Entrepreneurship and CFCC and Other Regional Community Colleges			Importance	4.0 (3.0)	
Do-ability	3.5 (3.0)			ROI	3.5	
(Importance, Do-ability, ROI rated on a 4 to 1 scale; 4=High; 1=Low. Steering Committee average rating also shown).						
Action Type		Build New	X	Expanding Existing		Attract From Elsewhere
Focused Impact Areas	X	Talent	X	Technology		Tolerance
		Territory Assets		Overall		
Description	<p>Obtain sponsorships or use a multimedia approach of PSAs (Public Service Announcements) for a bi-monthly weekly Cape Fear breakfast speaker series. It would build-off the breakfast series for IT championed by Tom Janicki from UNCW MIS Department. Could be tied to GWB Power Breakfast events.</p> <p>Once established and attendance hits a critical mass (75 to 100 plus per event) both of these series could eventually morph into a local cable TV program to showcase regional business icons and technology entrepreneurs. It would focus on what's happening that's good in the Cape Fear. The program could be produced by college students using internships. The impact on the region's image could be significant.</p> <p>As budgets increase, integrate the message strategy into Internet and a word-of-mouth or viral-marketing component. Longer term this initiative could sow the seeds for a film and digital media business incubator</p>					
Timing	Q-4 2008					
Resource(s)	Marketing and promotion and materials; sponsors for the various media outlets					
Performance Measures	Adoption by existing IT Initiative Sponsorship funding Number of attendees Feedback from attendees and speakers					

Success Factors	Marketing and Quality of Speakers
Tactics and Action Plan	<p>Identify and recruit program champion.</p> <p>Contact Tom Janicki, Jonathan Rowe and Rob Kaiser (GWB)</p> <p>Review and refine objectives, success factors and performance metrics.</p> <p>Benchmark Pittsburgh Technology Council Breakfast Briefing Series in Pittsburgh and review other successful programs. What else is working in Cape Fear? Who is driving those activities? Meet with them.</p> <p>Develop a list of regional business icons (large and small companies, established and younger) to showcase and develop a schedule for the Fall/ Winter 2008-2009</p> <p>Solicit the necessary funding for this initiative.</p> <p>Consider pod or web casting to pull into students immediately both as viewers and for media production</p>
Justification / Rationale	<p>Rate of new business formation</p> <p>Awareness level or regional business successes especially new start-up</p>
Model or Case Study Reference	<p>See www.uncw.edu/wilmIT</p> <p>See www.pghtech.org/events/breakfast.asp</p>
Supporting Documentation	<p>Wilmington Area IT Community</p> <p>The group's initiatives are sponsored by the corporate advisory board for the Information Systems / Operation Management and Computer Science Departments and the Cameron School of Business at UNCW</p> <p>IT Group's Mission: <i>To provide events and opportunities that bring together the IT community in Wilmington for learning, networking, sharing of ideas and best practices, research, and training.</i></p> <p>Sample of Event</p> <p>Wilmington Area IT Interact Trade Fair and Mixer - April 2, 2008 - 5 to 7:30 PM</p> <p><u><i>The group's most popular event</i></u></p> <p>Join over 350 other Wilmington area professionals for an informal mixer and</p>

	<p>trade fair. In addition to vendor exhibitions you will have the opportunity to explore how UNCW is using technology in and out of its classrooms.</p> <p><i>Location:</i> UNCW Campus, CIS Building (UNCW Campus Map)</p> <p><i>Cost:</i> Free</p> <p>Registration (by March 31)</p> <p>Pittsburgh Technology Council’s Breakfast Briefing Series Build your business with the Council's Breakfast Briefings. Featuring speakers from successful technology companies, these events attract hundreds of attendees, giving you a chance to hear about the latest advancements taking place around the corner and around the world and offering ample opportunities to network and help your business grow.</p> <p>The Mohawk Valley’s (Upstate New York Region) Chamber President helped design and implement a regional image campaign in 2003. It was built from testimonials of new residents who had recently relocated to the region or former residents that lived there and moved back. Five 30-second testimonials have been aired by local network affiliates (NBC, ABC and Fox). The feedback has been so strong and positive that a second wave of four more has just been completed and released to the stations. The cost was minimal because the affiliates are running them for free as PSAs.</p> <p>The Upstate New York Model another model of a low-cost communication vehicle to help bang the drum for a region’s knowledge sector and showcase its successes.</p>
Risk Factors	Low
Marketability or Buy-In Potential	High
Synergy with Other Strategies	Links with 1.2 Youth Entrepreneurship, 2.5 Angel Network, 2.7 Expand UNCW Entrepreneurship Center, 3.1 Entrepreneurial Collaborative, 3.6 Film & Digital Media Incubator, 3.9 Small Business Incubator, 4.2 Foreign Born Entrepreneurs, 6.5 Regional Image Enhancement, Others
Alternatives	
Notes	New Greater Wilmington Business Power Breakfast Series